

SIMPLEX TAMEN EFFICENS



A USABILITY ASSESSMENT OF KIDS UP FRONT CALGARY

PARTICIPANT INSTRUCTIONS/SURVEY

INSTRUCTIONS

SECTION A: Informed Consent

- Read through the entire consent form, and ask if you have any questions at all.
- Circle your answer to each question, and give the form to the investigator.

SECTION B: Initial Impression

Background:

The purpose of this task is to allow you to familiarize yourself with Kids Up Front, and make initial observations regarding the website.

Instructions:

1. Open up the Mozilla Firefox™ or Internet Explorer™ web browser
2. Enter the following URL: <http://www.kidsupfront.com/CAL-about.htm>
3. Looking at the page that loads up, please answer the questions under the 'Initial impression' section for Kids Up Front Calgary.
4. Enter the following URL: <http://www.kidsupfrontedmonton.com>
5. Looking at the page that loads up, please answer the questions under the 'Initial impression' section for Kids Up Front Edmonton.

SECTION C: Registering as a Charitable Partner

Background:

One of the main purposes of the Kids Up Front website is to communicate with charitable organizations. One of the most important steps in this process is getting the charitable organization to register with Kids Up Front (only charities approved by the Government of Canada can register). In this task, you will assume the role of an employee of a charitable organization, trying to register with Kids Up Front.

Instructions:

1. Open up the Mozilla Firefox™ web browser
2. Enter the following URL: <http://www.kidsupfront.com/>
You are now at the Kids Up Front homepage. From here, in order to get a better idea of

how easy or difficult the website is to navigate, the instructions will only tell you *what* to do, not *how* to do it. If you have any difficulties, try any help features available on the website. However, if after consulting these, you are still stuck, talk to the investigator.

3. Navigate the website, looking for a registration form for charities to use when registering with Kids Up Front **Calgary** (it will be a .pdf file).
4. Fill out the section of the survey under 'Registering a charity' category for Kids Up Front **Calgary**.
5. Enter the following URL: <http://www.kidsupfrontedmonton.com/>
6. Navigate the website, looking for an e-mail address you can use to register your charity.
7. Once you have found the e-mail address, fill out the 'Registering a charity' section for Kids Up Front **Edmonton**.

SECTION D: Donating Tickets

Background:

The other main function of the Kids Up Front website is to provide information to people and organizations interested in donating tickets. In this task, you are going to assume the role of a person planning to donate two Calgary Flames tickets to Kids Up Front.

Instructions:

1. Open up the Mozilla Firefox™ or Internet Explorer™ web browser.
2. Enter the following URL: <http://www.kidsupfront.com>
You are now at the Kids Up Front homepage. From here, in order to get a better idea of how easy or difficult the website is to navigate, the instructions will only tell you *what* to do, not *how* to do it. If you have any difficulties, try any help features available on the website. However, if after consulting these, you are still stuck, talk to the investigator.
3. Navigating the Kids Up Front **Calgary** website, try to find the following information (and write it down below; if you can't find something, just write "can't find it"):
 - a. A contact phone number for ticket donations: _____
 - b. Two places you can drop-off tickets when donating:
 - i. _____
 - ii. _____

c. Four pieces of information you need to tell Kids Up Front when donating tickets:

i. _____

ii. _____

iii. _____

iv. _____

THANK YOU FOR YOUR TIME!

PARTICIPANT SURVEY

Please answer the following questions regarding your experience with Kids Up Front Calgary. Use the following scale to answer the questions:

	1	2	3	4	5	
	Very Unsatisfactory/ Very Unsafe		Neutral	Very Impressive/ Very Safe		

1. Rate the **use of graphics** on Kids Up Front Calgary pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

2. Rate the **use of colors and fonts** on Kids Up Front Calgary pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

3. Rate the **organization and spacing** of Kids Up Front Calgary pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

4. What could Kids Up Front Calgary do to **improve** the site's visual appeal?

5. Rate the **ease of use** of Kids Up Front pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

6. Rate the **usefulness of help features** on Kids Up Front Calgary's website:

	1	2	3	4	5	N/A
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7. What could Kids Up Front Calgary do to **improve** the site's **ease of use and help features**?

8. Rate **how safely** you feel your information would be kept by Kids Up Front:

	1	2	3	4	5
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9. What could Kids Up Front do to improve your **sense of security** while dealing with them?

10. Identify the **best** part of the Kids Up Front Calgary website:

11. What makes it the best part of the website?

12. Identify the **worst** part of the Kids Up Front Calgary website:

13. What makes it the worst part of the website?

14. Were you able to find all the information you were looking for?

15. Add any additional comments you have about using Kids Up Front Calgary's website:

Please answer the following questions regarding your experience with Kids Up Front Edmonton. Use the same scale to answer the questions:

- | | | | | | | |
|--|-------------------------------------|---|---------|-------------------------------|---|--|
| | 1 | 2 | 3 | 4 | 5 | |
| | Very Unsatisfactory/
Very Unsafe | | Neutral | Very Impressive/
Very Safe | | |
1. Rate the **use of graphics** on Kids Up Front Edmonton pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

 2. Rate the **use of colors and fonts** on Kids Up Front Edmonton pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

 3. Rate the **organization and spacing** of Kids Up Front Edmonton pages while:

a. Initial impression	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

 4. What could Kids Up Front Edmonton do to **improve** the site's visual appeal?

 5. Rate the **ease of use** of Kids Up Front pages while:

a. Initial exploration	1	2	3	4	5
b. Registering a charity	1	2	3	4	5
c. Donating tickets	1	2	3	4	5

 6. Rate the **usefulness of help features** on Kids Up Front Edmonton website:

1	2	3	4	5	N/A
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 7. What could Kids Up Front Edmonton do to **improve** the site's **ease of use and help features**?

 8. Rate **how safely** you feel your information would be kept by Kids Up Front Edmonton:

1	2	3	4	5
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9. What could Kids Up Front Edmonton do to improve your **sense of security** while dealing with them?

10. Identify the **best** part of the Kids Up Front Edmonton website:

11. What makes it the best part of the website?

12. Identify the **worst** part of the Kids Up Front Edmonton website:

13. What makes it the worst part of the website?

14. Were you able to find all the information you were looking for?

15. Add any additional comments you have about using Kids Up Front Edmonton's website:

Finally, please answer the following questions *comparing* the two sites:

1. Which site was *easier* to navigate?

2. Which site was *more interesting*?

3. Which site had more useful links?

4. Overall, which site do you prefer?

Thank you for your time!